

Historic, archived document

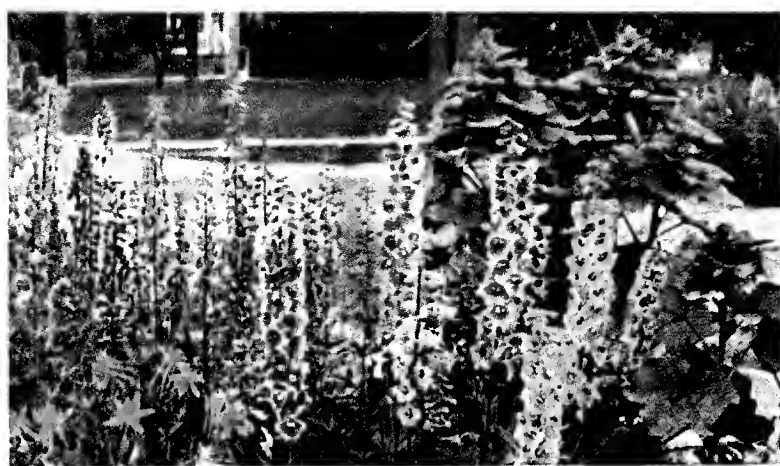
Do not assume content reflects current scientific knowledge, policies, or practices.

Kellogg's APRIL SHOWER of BARGAINS

EIGHT

English
Hybrid
Delphiniums
for only

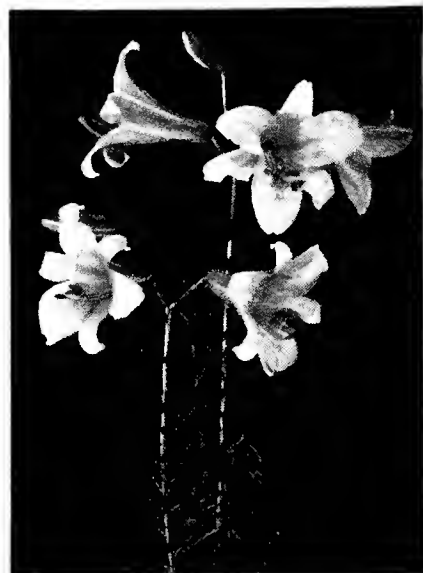
\$1.00



Eight tall-growing, easily cultivated beauties. The garden's finest background plant. We give you here a wide color range—light blues, dark blues, mauves, lavenders, purples. Double and semi-double flowers. These Delphiniums have a long blooming period. Grow to height of 3 to 5 feet. 8 for \$1.00, sent postpaid.

12 Regal Lilies \$1^{Post-}_{paid}

Regal—that is the name! And how appropriate a name it is! Here truly are flowers fit for royalty, even for that most royal of all institutions, the American Home. Regals are the hardiest of all Lilies—grow 3 to 4 feet high—profuse bloomers (22 mature flowers have been counted on one head). Beautiful fernlike foliage. Bloom in July. The twelve that we send you for \$1.00 will make a wonderful showing.



TEN Hardy Phlox \$1^{Post-}_{paid}

Great masses of gorgeous beauty at only 1 cent per day! Yes, less than that if you count following seasons, for these flowers bloom yearly, 3 months or more in a season—100 days.

We give you 1 each of 10 varieties in wide color range, or you may choose your own from page 51 of our catalog sent to you recently. Grow 2 to 3 feet high.

100 Gladiolus Bulbs \$2.00 50 VARIETIES Postpaid

Kellogg's "Blue Ribbon" Collection

Cactus Rose

Richest and most beautiful Gladiolus ever originated. You cannot imagine the velvety smoothness of Cactus Rose—the rich warm coloring. Even the picture cannot show the wonderful frosted throat. Now you can have one bulb of this beautiful "Glad" free. See offer at right.

If bought separately, the price is 50c each; 3 for \$1.00.

This special offer introduces to you for the first time, Kellogg's brand-new "Blue Ribbon" Gladiolus collection of 100 best flowering size bulbs, selected from 50 of the finest big show varieties. A genuine "Blue Ribbon" collection.

Gorgeous Colors, Tints and Shades

Apricot pink	Plain rosy pink	Violet-purple
Rhodamine purple	Salmon-rose-pink	Sulphur yellow
Creamy yellow	Subdued salmon	Distinctive wine-red
Deep violet	Deep lavender	Ruffled pink
Ruffled rose-pink	Orange-vermilion	Vermilion-scarlet
Ruffled salmon	Creamy pink	Pure white
Velvety red	Soft lavender	Violet-cerise
Rich scarlet	Violet-red	Ruffled rosy lavender
Creamy white	White with lavender	Coral-pink
Cardinal-red	Deep rose-pink	
Golden yellow		

A carefully planned collection of charming colors and artistic beauty.

**YOUR FULL SATISFACTION
GUARANTEED.**

Kellogg's Money-Back Guarantee

We are so confident that Kellogg's "Blue Ribbon" Gladiolus Collection will entirely satisfy you, we unhesitatingly guarantee to refund your money if for any reason you are not absolutely satisfied.

Free 1 Miss Three Rivers and 1 Cactus Rose (labeled), value \$1.00, will be given free with each "Blue Ribbon" collection ordered before May 15, 1934.

This special offer will bring so many orders we cannot promise to fill any orders received after June 1st. All orders shipped promptly and postpaid with complete planting instructions. "Kellogg Always Satisfies."

Blue Ribbon
Garden.



STRANGERS STOP TO ASK

"In the spring we purchased 100 Gladiolus bulbs (\$2.00 special). They are the most beautiful we have ever seen. Persons I do not know stop to find where we got them."—Mrs. J. A. Lockerman, Del.

100 PER CENT BLOOM FIRST YEAR

"The beautiful Gladiolus bulbs I received a year ago from you surely were the beauty of our whole city, also the most beautiful colors. Everyone wanted to know where I got them. Every one of the 100 bulbs bloomed the first year and this year they are just as pretty as last year."—Mrs. Chris Statos, Iowa.

BIG—FINE—HEALTHY—MOST—BEST

"Gladiolus bulbs arrived O. K. I sure was delighted to find such big, fine, healthy looking bulbs. By far the most and best I have ever purchased for one dollar."—R. M. Beck, Pa.

BLOOMS FIVE INCHES ACROSS

"I never saw such lovely blooms. The blooms were five inches across and such rich colors. I was so delighted. Concluded I would write you about them."—Mrs. J. H. Bush, Ky.

**Read
These!**

Miss Three Rivers

Five feet tall. The most stylish Glad there is. Exceedingly and exquisitely beautiful. The picture falls short of showing its true beauty. We have found it impossible to adequately match the glorious creamy orchid tints and beautiful apple green throat. Amazingly beautiful in bouquets. A real thriller. Now yours Free as per offer at left. Or, if you want to buy it, the price is 50c each bulb, or 3 for \$1.00.



Miss
Three
Rivers.

Cactus
Rose.



FOUR Everblooming ROSES

\$1 Post-
paid

Four everblooming, field-grown Roses—just one more than you can buy for the same money any other way. The extra Rose is your reward for allowing us to choose varieties. But we choose varieties only—you yourself may choose the colors you want—red, yellow, orange-yellow, or pink.

Already pruned. Will bloom first year. Labeled. Planting instructions free. Sent postpaid.



Four Baby Ramblers, \$1

Post-
paid

400 to 800 beautiful Roses for a dollar, all open at one time. Months of beauty! These "babies" are among the most profuse blooming flowers, and give you thousands of flowers during the season. (The 400 to 800 blossoms mentioned above is only the number open at a time). Just keep them clipped off before they fade and they bloom continuously.

For bedding or borders. Can be potted. Grow 12 to 15 inches high. Bloom first year. Four colors to choose from—red, yellow, pink, or white. Sent postpaid. Note that you get one more for same money this way than you can buy any other way.



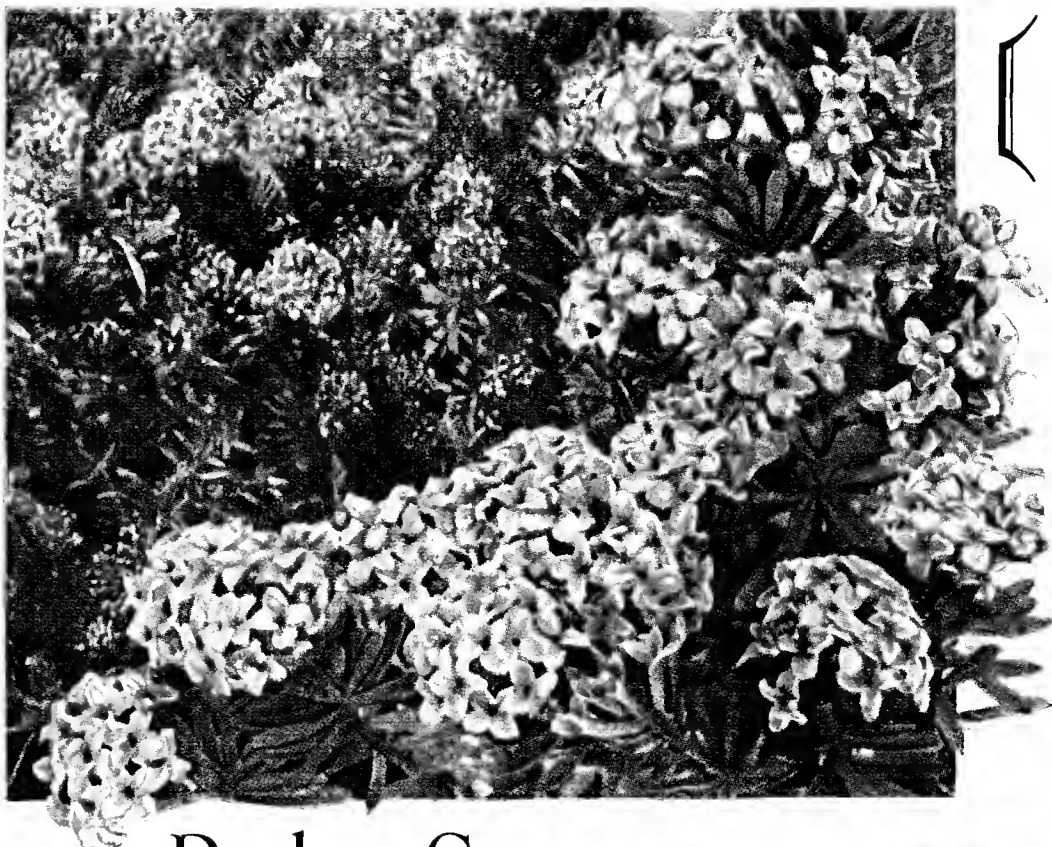
Baby Rambler.



4 Climbers

A rose-covered cottage—a beautiful trellis—an unsightly fence turned into a thing of beauty—what wonderful pictures "climbing Roses" create!

We give you four for a dollar, all field-grown, hardy, pruned plants. Red, pink, yellow—you choose colors.



Daphne Cneorum (Hardy Garland Flower)

"Oh, how beautiful!" friends and strangers, too, will say when they see your Daphne. You'll be delighted to have your flowers so intensely admired.

And Daphne's beauty is not short-lived—it blooms at intervals summer-long. April and May it's just one big gorgeous mass of pink delight. Beautiful blue-green foliage.

Dwarf; evergreen; hardy. Likes sun. You get vast quantities of flowers for price: 1 plant, \$1.00; 2, \$1.75; 6, \$4.50, not prepaid. Shipped with ball of earth on roots.



Azalea Mollis (Japanese Azalea)

"What gorgeous, glorious colors? Oh, what are they?" Everyone will admire your Azalea Mollis just that enthusiastically. These shrubs add an unusualness to your planting that will be a continual delight. Dwarf, splendid form and foliage. Burnt orange, yellow, pink, red, or salmon-colored flowers in May. Like sun or shade. Hardy. Each, \$1.00; 2, \$1.75; 6, \$4.50, not prepaid. Shipped with ball of earth on roots.

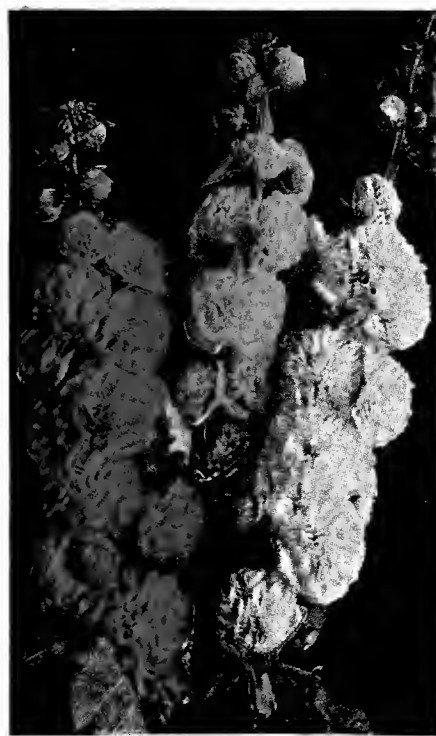
EIGHT Canterbury Bells, \$1 ^{Post-}_{paid}

These are the quaint, winsome little flowers that you would surely have ordered before if you hadn't forgotten. Now, we offer you an unusual value—8 beauties for only \$1.00, postpaid, in a variety of colors—pink, blue, white, lavender, and cream, mixed. Tall growing. They'll present their comely charm to you in July. 8 for \$1.00 (4 for 60c, postpaid, 10 or more at 11c each).



Double Hollyhocks 6 for \$1 ^{Post-}_{paid}

Hollyhocks bring visions of ruffled hoopskirts, curtsies, and other quaint customs of days gone by. And now here are beautiful **roselike double Hollyhocks** that scarcely look real, they are so pretty. A wonderful background plant—hardy, easily grown, mammoth flowering, beautiful; fine for screening! You get 2 red, 2 pink, and 2 yellow (or you may select colors), all for \$1.00. Less than 6 at 20c each. 8 or more, 15c each, all postpaid.



12 Iris, \$1 ^{Post-}_{paid}

Here's a whole big surprise party for you done up in a package. And you're going to be just as delightfully surprised as you ever were in those days gone by when friends dropped in to surprise you on your birthday. Every Iris in this collection will be labeled and you will be amazed to find that they are all **prize-winning varieties** priced regularly at 20c each. We're not telling you what they are now, but if you're not delighted with them we'll return your money. 12 Big Iris Roots, four varieties labeled. Variety of colors. Satisfaction guaranteed. \$2.00 value. Yours for only \$1.00, postpaid.

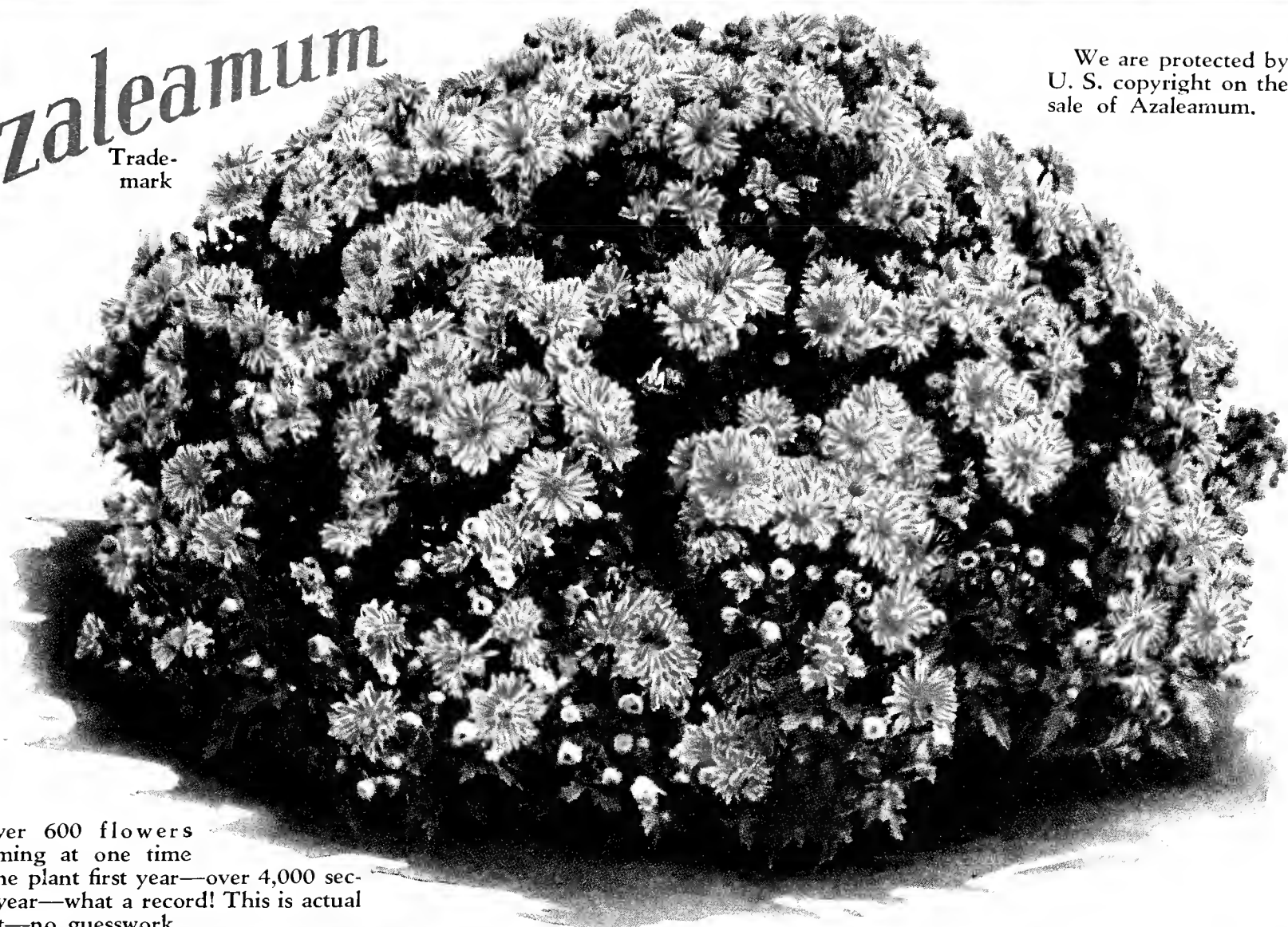


Two Bushels of Flowers Beautiful Flowers

\$1.00

Azaleamum
Trade-
mark

We are protected by
U. S. copyright on the
sale of Azaleamum.



Over 600 flowers
blooming at one time
on one plant first year—over 4,000 sec-
ond year—what a record! This is actual
count—no guesswork.

More Than Three Full Months of Bloom

The World's Greatest Flowering Plant

Actual count of an average flower-
ing Azaleamum sets following record:
Four months after planting in spring
of 1932, 635 fully opened flowers
were counted at one time. This heavy
blooming continued for 3 months.
Plant measured 32 inches across and
24 inches high.

September 16, 1933, 4,212 fully
opened flowers were actually counted
and the plant had already been bloom-
ing profusely for 6 weeks—plant 48
inches across, 30 inches high. Each
year at time flowers were counted,
there were nearly as many buds yet
to open as there were flowers then
blooming.

Attractive Color Changes

You'll love Azaleamum for its
many gorgeous flowers and their at-
tractive color changes. The flowers
open a deep orchid-pink, then color
changes to light orchid with creamy
center. Next change, salmon-pink
with suffused yellow center. The
above picture was made before any
color changes took place. Plant grows
compact and flowers open in clusters
on 12- to 15-inch stems. Beautiful for
bouquets.

Azaleamum is the glory of the rock
garden and the sensation of the flower
garden. Azaleamum gives you more
flower beauty for your money than
any other plant you can buy. Azalea-
mum is the world's greatest flowering
plant. (Prices above, right).

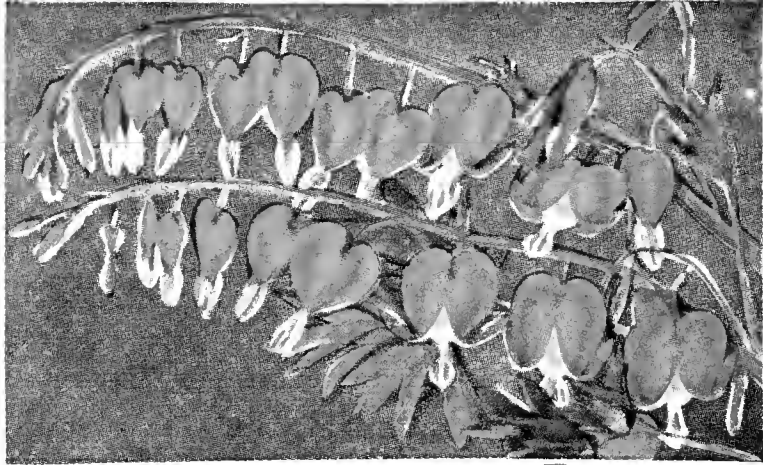
TYPICAL AZALEAMUM FLOWER.
Note dainty pink color with lovely yellow
center. Fine shape.



Azaleamum
Prices:

2 for \$1.00
4 for 1.85
6 for 2.60
12 for 5.00
All Postpaid

**600
FLOWERS
OPEN AT
ONE TIME**



Bleeding Heart 3 for \$1

(Dicentra Spectabilis)

Sent Postpaid

There's a fine romantic touch to any garden that has Bleeding Hearts. These are flowers that speak of tenderness, affection and charm. Some true poet named them "Bleeding Heart" and we wish we knew who he was to thank him. We'll have a very warm feeling toward you if you order them.

Bloom in May or June; perfectly hardy; fine for beds or borders. Thrive in shade or partial shade. Grow 18 to 24 inches high; proportionate spread. 45c each; 3 for \$1.00, postpaid.

SPECIAL: 6 Bleeding Heart, postpaid, \$1.75.



Clematis Mme. Ed. Andre.



Stokes' Aster

6 for \$1 Post-paid

There's a time late in summer or early fall when garden lovers sigh as they realize that soon their beautiful flower friends will leave them. Then we appreciate and love the beautiful Stokes Aster because it lingers with us, seemingly as loathe to go as we are to see it go, and it is only with reluctance that it finally gives way.

One of the best late perennials; blooms August and September, and while there are other flowers that remain with us longer, none are more beautiful. Grows 15 to 20 inches high. Price, 25c each; or 3 for 60c; 6 for \$1.00, postpaid.

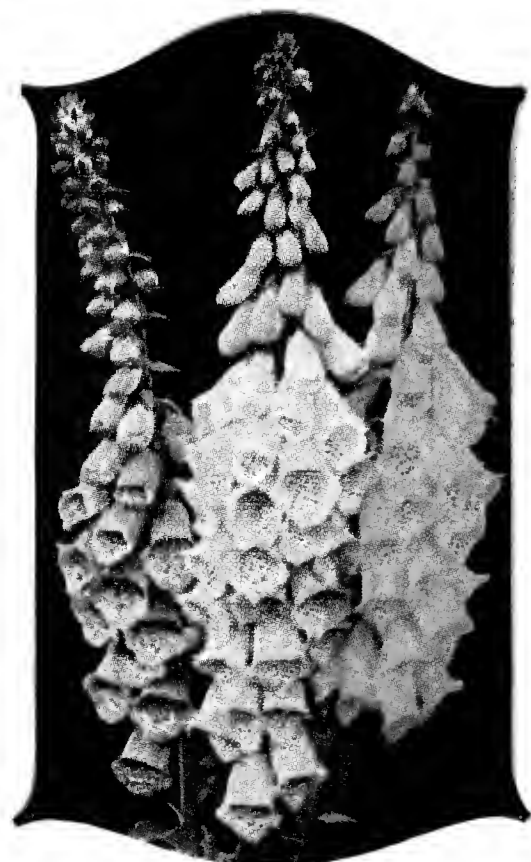
8 Foxgloves \$1

Postpaid 1

A legend says "Foxglove" is not the true name of this beautiful flower, but rather "Folk-glove" meaning "Little Fairy's Glove." True or not, we like to believe it, so dainty are they!

You'll love them! They are wholesome, fit company for finest other flowers. Leaves, luxuriant; stems tall, strong, vertical. Easily grown. Beautiful border or background. For your sake, we'll be disappointed if you overlook them.

Shirley Hybrids, wide color range—rose, white, shell-pink, cream. Three-foot flower heads. Assorted only. 8 for \$1.00, postpaid (4, 60c; 16, \$1.75).



Large-Flowering Clematis 75c each; 3 for \$2.00, postpaid

Flowers—real flowers! These Clematis are not simply vines bespeckled with dots and splashes of color; they bear quantities of large 4- to 6-inch flowers richly colored and beautiful. And they are not the fickle sort that greet you one day only to be gone the next—they have a long June to October blooming period. Nothing could possibly be finer for your trellis, pergola or porch. All No. 1 grade—loads of bloom quickly. Give them sunlight and well drained soil. Three colors:

C. JACKMANI. Rich violet-purple. Very easy to grow. Be sure to order this alluring beauty. 75c each; 3 for \$2.00, postpaid.

C. HENRYI. Creamy white. Do not confuse with ordinary white kinds. Henryi flowers are exceedingly large. Extra long blooming. 75c ea.; 3 for \$2.00, postpaid.

C. MME. ED. ANDRE. Flowers of carmine-red. The most unusual Clematis known. Beautiful with Jackmani. 75c each; 3 for \$2.00, postpaid.



Average
Size of
Flowers,
8 to 10 Inches.

GIANT Dahlias!

HERE THEY ARE:

A rare and unusual bargain.

6 for \$1
Postpaid

JUDGE ALTON B. PARKER. Large russet orange	\$0.25
THE EMPEROR. Giant deep maroon35
BASHFUL GIANT. Very large apricot and amber25
CHARM. Best large burnt orange25
BONNIE BRAE. Wonderful giant cream, suffused pink25
MRS. I. DE VER WARNER. Orchid lavender25

Regular Price, \$1.60

Special Group Price, All 6 for \$1

Glory Mixture, 10 for only \$1 Postpaid

A choice Dahlia mixture of all double varieties made up of decorative, cactus, show, and peony-flowered Dahlias. Ten finest tubers delivered to you postpaid for only \$1.00. Complete planting and growing instructions FREE.

GUARANTEED: Every Kellogg Dahlia is guaranteed to show a sprout in 3 weeks after planting. Will replace any that fail to do this.

6 Very Unusual CANNAS, only \$1.00 Postpaid

with 1 Extra Free

THE PRESIDENT. 4 feet. Rich glowing scarlet with immense rounded flowers 7 inches across; green foliage. 25c.

YELLOW KING HUMBERT. 4 feet. 7-inch, deep, rich yellow flowers blotched with bright red and orchid; dark green foliage. 25c.

KING HUMBERT. 4 feet. Scarlet flowers, bronze leaves. The gold medal Canna. 25c.

KING MIDAS. 4 feet. Glittering gamboge yellow; green foliage. 25c.

HUNGARIA. 3½ feet. The best pure pink Canna; bluish green foliage. 25c.

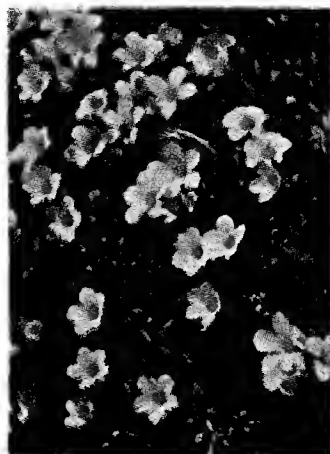
AMBASSADOR. 4 feet. Poppy-red, brilliant flowers; bronze foliage. 25c.

We offer you here the world's six finest GIANT CANNAS. Note the word Giant—this means the fine mammoth show kind. SATISFACTION GUARANTEED.

Free!

Order six. You save 50c and we'll add one extra FREE (our choice of these 6). A TOTAL OF SEVEN FOR ONLY \$1.00, POSTPAID.

15 for \$2.00, postpaid.
1 Extra—Our Choice—FREE!



6 Blue Flax, \$1 Postpaid

This is one of those charming, lovable little flowers that thrust themselves irresistibly into our affections—the dainty blue blossoms are so pretty! They seem to look up happily at the sky and magically bring a bit of its azure-blue down to us.

Grows 2 feet high; bluish feathery foliage. Blooms May to August. You'll love them for their true-blue constancy. 20c each; 6 for \$1.00, postpaid.



R.M. KELLOGG CO. *Three Rivers, Michigan*

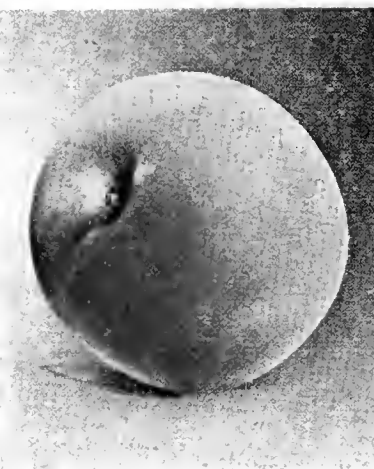
BARGAINS ON THINGS GOOD TO EAT!



4 Apple Trees for \$1.25

You receive the very same high-grade trees that we send for full price. The only difference is that we select the varieties to be sent. You may, however, specify early or late varieties.

This plan gives you one more tree for the same money than you can buy by the regular plan. The extra tree is your reward for allowing us to select varieties. You get a \$1.66 value for only \$1.25, postpaid.



3 Peach Trees

\$1 Post-paid

All yellow Free-stones, our choice of varieties, your choice of between early and late. Very same high grade guaranteed trees that you would receive if you paid regular price.

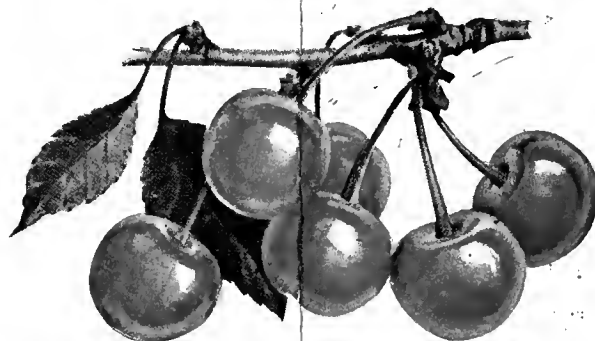
(Note: If you want a white-fleshed Peach, you may have one (1) Champion included in this bargain, but we reserve right to select the other two).



4 Plum Trees

\$1.35 Post-paid

You may choose between red and purple Plums, or part of each. We choose varieties. Or, you may have one Green Gage Plum and choose between red and purple for the other three. You receive one more tree for same money by this plan than you could buy any other way—your reward for allowing us to choose varieties. All trees very same high grade guaranteed stock that are sent when you pay regular price.



3 Sweet Cherries

\$1.10, POSTPAID

Our choice of varieties. Your saving is your reward for allowing us to choose the trees you get. All Kellogg high grade Thorobreds.

125 Strawberry Plants

Only one cent each—the lowest price we have ever quoted in this quantity. You get best standard varieties (our choice) ranging from early to late—all Kellogg Thorobreds. This offer subject to withdrawal when plants are all sold. We advise you to order early.

\$1.25 Post-paid

50 Everbearing Strawberries, same plan as above. \$1.00, postpaid. Rush your order.



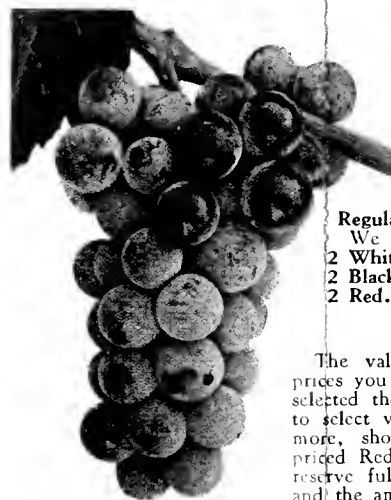
3 Sour Cherries

\$1.00, POSTPAID

Our choice of varieties. We may send one variety or two. You save by allowing us this privilege and get same guaranteed stock as if you paid full price.

3 Sweet and Sour Cherries, \$1.10

Select any 6 Cherry trees, including 2 sour, and we'll send you 3 of them for only \$1.10, postpaid. We include only 1 sour Cherry unless you state you would like two.



6 Grapes

\$1 Post-paid

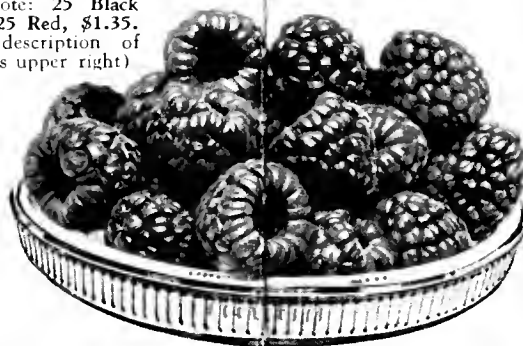
Regular Value, \$1.30 or more.
We send you the following:
2 White. Value at least ... \$0.40
2 Black. Value at least40
2 Red. Value at least50

Total Value, \$1.30

The values stated above are the prices you would have to pay if you selected the varieties. By allowing us to select varieties, you save 30c (or more, should we select the higher priced Red and White Grapes). We reserve full right to choose varieties and the amount you save is your reward for allowing us this privilege.

50 Red Raspberries, \$1.25 Post-paid

Two varieties (25 plants of each), our choice of varieties. Guaranteed Kellogg Thorobreds. You save by allowing us to choose varieties. (Note: 25 Black and 25 Red, \$1.35. See description of Blacks upper right)



50 Black Raspberries

\$1.35 Post-paid

Two best varieties (25 of each)—this gives you a value of at least \$1.90, thus saving you better than half a dollar for allowing us to select varieties—guaranteed Kellogg Thorobreds.

Note: If you prefer part red, we'll send you 25 Red Raspberries and 25 Black for \$1.35, postpaid, our choice of varieties.



3 Pear Trees

\$1.15 Post-paid

Select any four varieties of Pears that you like and we'll send you three of them—our choice from your four—for only \$1.15, postpaid. The money you save is your reward for allowing us a share in the choice. You get only varieties that you want because you make the list from which we select your trees.

